

A Survey of American and Canadian's Food Purchasing Practices and Perception of Restaurant Patronage

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한국에 거주하는 미국인 및 캐나다인의 식품구입 및 식당이용실태에 관한 연구

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Abstract

본 연구는 한국에 거주하는 미국인 및 캐나다인의 식품구입 및 한국식당 이용실태를 조사한 결과 한국마켓에서의 식재료가 안전한지를 묻는 질문에 38%가 아니라고 응답하였고 77%가 음용수의 안전성을 확신한다고 대답하였으나 54%의 응답자는 수입된 물을 구입해서 마신다고 하였으며 한국음식을 상당히 좋아하고 한국음식점을 즐겨 찾는 것으로 나타났으며 한국음식의 단맛, 짠맛, spicy한 정도는 강하지 않다고 응답하였고 식당 종업원들의 위생관념에는 만족하지 않는 것으로 나타났다.

대부분의 응답자가 한국마켓에서의 식재료의 안전도에 관해서는 신뢰하고 있었으나, 일부 응답자들은 본국에서 음용수 및 음식을 가져다 먹는다고 응답한 것으로 보아 식재료에 대한 더욱 철저한 위생관리가 필요하다고 여겨지며, 또한 한국음식점 이용에 대한 질문에서도 전반적으로 좋은 반응을 보였으나 종업원의 위생관념의 부족을 지적한 바, 음식점에서의 위생분야에 더욱 주의를 기울여야 할 것을 지적하고자 한다.

Key words : 미국인 및 캐나다인, 식품구입실태, 한국식당이용실태

I. Introduction

The style of a nation's diet is the life itself of those who has adjusted the reality of the specific area from a remote antiquity so, it is very helpful to know the style of a nation's diet to understand the nation. Also, sharing food is a symbol of intimacy as well as acceptance and exchanging food is promoting the understanding the culture between nations.

Generally speaking, the foreign residents are having hard times because of the language barrier, the different cultures and norms, and the unfamiliar life styles. Diet is very important part of foreign life. It helps to keep their health and to maintain peace in their hearts by relaxing the social tense. It also intimate human relationship¹⁾²⁾.

Foreign residents are continuously increasing in Korea for a purpose of employment, studying,

mission, immigration, business, and so on. The most foreigner residents are Americans except Chinese³⁾.

Only a few studies about foreigners' dietary life in Korea have been undertaken.

A study(Moon et al, 1986)⁴⁾ showed that when they have a chance to choose a restaurant for eating out, the decision to choose a Korean-Style restaurant is made on the basis of the special flavor of Korean food as well as the desire to experience Korean traditional food culture. Kim's study (1982)⁵⁾ is to encourage more foreign tourists to eat Korean food through the improvement of traditional Korean food and menu. Questionnaires received food tasting tests and studied the menu, items, prices, and serving methods. The menu confirms the foreigners' the food names with detailed explanations should be unified. An active public campaign for Korean food should be undertaken. Kye & Yoon (1988)⁶⁾ studied to investigate preferences of foreign athletes staying in the Athletic Village for '86 Asian Olympic Games for Korean traditional foods as served in the restaurant. Most people preferred Korean traditional food s for its taste, and they proposed improvement of salty, hot and strong spicy taste in Korean traditional foods. Han et al's study⁷⁾ was to provide those abroad with information about Korean foods and food culture by investigating the Japanese perception and preference for Korean foods. 53.2% of the Japanese students are interested in Korean foods and most of students (93.2%) were experience in eating Korean foods. On their first impression of Korean foods, 67.8% of the students answered that it was 'good', and 74.1% of answered their impression after eating Korean foods was 'good'. Joo et al's study⁸⁾ showed that we need to develop the sauce and seasoning which is suitable for foreigner's taste to improve the popularity of Korean foods and foreigners have the trends to avoid selecting the food item which is unknown for them so, we need to add the information about Korean food ingredients and the cooking method which is not familiar with foreigners on the menu.

Like this, the survey about foreigners' dietary life was so limited , so this study was designed to identify the food purchasing practice and perception of restaurants patronage of American and Canadian who lived in Seoul, the capital of South Korea.

II. Methods

The survey was developed by researcher and it consists of three parts, demographic questions, purchasing food in Korea, and restaurant patronage. A cover letter explaining the survey and inviting respondents to participate was included.

Survey participants were asked to complete the survey; participation was voluntary. Two hundreds fifty survey paper was spread and 103 persons responded, but 8 questionnaires were unusable and 14 individuals from countries other than American and Canadian. The 81 Questionnaires used in this analysis.

All data were analyzed using SAS for Windows Release 6.12. Demographics were analyzed by frequencies and percentage. Chi-square test was used to determine the significance of each independent variable (age, occupation, period of residence in Korea, ability to speak Korean, living arrangement) on food purchasing practice and perception of restaurants patronage of American and Canadian who lived in Seoul, the capital of South Korea.

III. Results

Sixty-nine percent of respondents were male (Table 1). Sixty-seven percent of the respondents were 29 years and younger, and 23 percent were between 30 and 39 years of age. Seventy-three percent of the participants were American, and 27 percent were Canadian. Sixty-four percent were teacher or lecturer in English, and 26 percent of participants were military personnel. Forty-nine percent of respondents answered that they can speak Korean very limited, and just 11 percent said they can speak Korean fluently. Forty- two percent of participants said that they gave been in Korea less than one year, and 22 percent have lived Korea 1-2 years. Forty-six percent indicated that nonfamily roommate were living with them, and 37 percent are living alone.

Respondents were asked to indicate typical food purchasing practices in Korea (see Table 2). When asked if they were confident of the food safety of items purchased in the Korea market, 30 respondents said no, additionally 60 respondents (77%) indicated

<Table 1> Demographic Attributes of Respondents(N=81) ^a

Value	N	%
Gender		
Male	56	69.14
Female	25	30.86
Age		
29 years and younger	54	66.67
30 - 39 years	19	23.46
40 - 49 years	6	7.41
50 years and older	2	2.47
Home Country		
USA	59	72.84
Canada	22	27.16
Occupation		
Teacher or Lecture in English	52	64.20
Military Personnel	21	25.93
Business Person	2	2.47
Spouse of Someone Working in Korea	1	1.23
Other	5	6.17
Ability to Speak Korean		
Fluent	9	11.11
Partial	20	24.69
Very limited	40	49.38
Not at all	12	14.31
Period of residence in Korea		
Less than one year	34	41.98
One-two years	18	22.22
Two-three years	13	16.05
Three-four years	7	8.64
Four-five years	5	6.17
More than five years	4	4.94
Living Arrangement		
Alone	30	37.04
With family only	13	16.05
Roommate(s) (non family)	37	45.68
With Korean Family	1	1.23

^a Responses for each characteristic may not total 81 due to missing responses on some questions

concern about safety of drinking water. Of the respondents, 42 chose to purchase imported bottled water.

In regard to purchasing of food, 35 responded that they could purchase any kind of food item they wanted in Korean grocery market and 33 indicated that they purchased American/Canadian food items

in special Korean stores. Only 19 said they had food products shipped to them from the America or Canada.

Chi-square test was used to determine the significance of each independent variable (age, occupation, period of residence in Korea, ability to speak Korean, living arrangement)(see Table 3). Participants who is a teacher or lecturer said that they could not purchase any kind of food items that they want in Korean grocery market, but, military person answered that they could [χ^2 (4, N=79)=11.703, $p \leq 0.05$]. And a teacher or lecturer answered they didn't buy the imported bottled water, but military persons indicated that they bought it [χ^2 (4, N=78)=12.331, $p \leq 0.05$]. Analysis indicated that period of residence in Korea was another significant factor in food purchase practice in South Korea. Participants who lived in South Korea less than one year answered that they didn't purchase American/Canadian food items form a special store, but the person who lived in Korean more than one year indicated that they bought them [χ^2 (6, N=76)=12.124, $p \leq 0.05$]. Living arrangement was also a significant factor in food purchasing practices in South Korea. Results indicated that persons who live with family didn't purchase the imported bottled water [χ^2 (3, N=76)=11.924, $p \leq 0.05$].

The survey participants were asked to respond to perception statements regarding restaurant patronage. Answers ranged from 1 to 5 with 1 meaning "strongly agree" to 5 meaning "strongly disagree"(see Table 4). Respondents indicated that they are very willing to try traditional Korean dishes ($m=1.488$) and also enjoy visiting authentic Koreans restaurants ($m=1.550$). The American and Canadian also ate at authentic Korean restaurants often ($m=2.088$). The other interesting perception related to sanitation, when asked if they were comfortable with the level of employee sanitation in authentic Korean restaurants, respondents were more uncomfortable ($m=3.256$).

ANOVA was used determine the significance of perceptions of restaurant patronage by American and Canadian demographic variables of age, occupation, period of residence in Korea, ability to speak Korean, living arrangement (see Table 5).

Respondents aged 50 and older enjoyed visiting authentic Korean restaurant significantly more than

<Table 2> Food Purchasing Practices in South Korea by American and Canadian(N=81)^a

Question	Yes		No	
	N	%	N	%
1. I can purchase any kind of food items that I want in Korean grocery markets.	35	44.30	44	55.70
2. I am confident of the food safety of items purchased in Korean grocery markets.	49	62.03	30	37.97
3. I think the grocery items are fairly priced in Korean grocery markets.	68	88.31	9	11.69
4. I am satisfied with the freshness of food items in Korean grocery markets.	61	79.22	16	20.78
5. There is a good variety of convenience foods available for purchasing in Korean grocery.	62	79.49	16	20.51
6. There is a good variety of desserts(ice cream, pie, cake, etc.) for purchase in Korean grocery markets.	57	73.08	21	26.92
7. There is a good variety of fresh fruit for purchase in Korean grocery markets.	65	83.33	13	16.67
8. There is a good variety of fresh vegetables for purchase in Korean grocery markets.	62	80.52	15	19.48
9. I am concerned about the safety of drinking water in Korea.	60	76.92	18	23.08
10. I choose to purchase imported bottled water.	42	53.85	36	46.15
11. Do you purchase American/Canadian food items from a special store in Korea?	33	43.42	43	56.58
12. Do you have food products shipped to you from the American or Canada?	19	25.00	57	75.00

^a Responses for each characteristic may not total 81 due to missing responses on some questions

<Table 3> Food Purchasing Practices in South Korea by American and Canadian

Questions	χ^2 Value				
	Age	Occupation	Period of Residence	Ability to Speak Korean	Living Arrangement
1. I can purchase any kind of food items that I want in Korean grocery markets?	4.609	11.703*	6.553	4.626	1.103
2. I am confident of the food safety of items purchased in Korean grocery markets?	1.347	3.146	5.782	3.169	1.688
3. I think the grocery items are fairly priced in Korean grocery markets?	1.270	1.049	6.577	1.711	6.553
4. I am satisfied with the freshness of food items in Korean grocery markets?	2.356	0.879	7.535	4.538	0.649
5. There is a good variety of convenience foods available for purchasing in Korean grocery markets?	6.120	3.054	9.181	1.731	3.269
6. There is a good variety of desserts(ice cream, pie, cake, etc.) for purchase in Korean grocery markets?	1.336	3.640	2.227	0.904	3.954
7. There is a good variety of fresh fruit for purchase in Korean grocery markets?	0.415	1.896	5.297	2.283	3.418
8. There is a good variety of fresh vegetables for purchase in Korean grocery markets?	1.309	1.530	3.915	3.688	4.185
9. I am concerned about the safety of drinking water in Korea.	1.188	1.295	7.481	2.806	2.665
10. I choose to purchase imported bottled water.	1.126	12.331*	7.329	6.002	8.789
11. Do you purchase American/Canadian food items from a special store in Korea?	3.141	8.419	12.124*	1.750	11.924*
12. Do you have food products shipped to you from the USA or Canada?	1.400	1.788	3.354	0.518	0.398

* $p \leq 0.05$ ** $p \leq 0.01$ *** $p \leq 0.001$

<Table 4> Perception of Restaurant Patronage by American and Canadian(N=81)^a

Statements	Mean ^b	SD
1. I am very willing to try traditional Korean dishes.	1.488	0.827
2. I enjoy visiting authentic Korean restaurants.	1.500	0.928
3. I eat at authentic Korean restaurants often.	2.088	1.245
4. In comparison to American/Canadian restaurants, authentic Korean restaurant food is expensive.	3.825	1.220
5. I find food served in authentic Korean restaurants too salty.	3.275	1.211
6. I find food served in authentic Korean restaurants too sweet.	3.838	1.012
7. I find food served in authentic Korean restaurants too spicy.	3.000	1.302
8. I find the service in authentic Korean restaurants to be very friendly.	2.600	1.132
9. I find the service of wait staff in authentic Korean restaurants to be efficient.	2.304	1.017
10. The variety of food dishes available in authentic Korean restaurants is limited.	2.937	1.066
11. I am comfortable with the level of employee sanitation in authentic Korean restaurants.	3.256	1.178
12. I am knowledgeable about Korean food tradition and culture.	2.338	1.078
13. If possible, I will continue to eat Korean foods when I return to my home country.	2.050	1.078
14. My taste preferences has changed due to eating in authentic Korean restaurants.	2.525	1.222
15. As a vegetarian, the variety of Korean dishes is good.	1.412	1.719

^a Responses for each characteristic may not total 81 due to missing responses on some questions^b Answers ranged 1 to 5 with 1 meaning strongly agree to 5 meaning strongly disagree.

<Table 5> Analysis of Variance for Perception of Restaurant Patronage by Demographic Factor by American and Canadian

Questions	χ^2 Value				
	Age	Occupation	Period of Residence in Korean	Ability to Speak Korean	Living Arrangement
1. I am very willing to try traditional Korean dishes.	1.94	1.93	1.56	2.12	1.33
2. I enjoy visiting authentic Korean restaurants.	2.81*	0.78	0.90	1.71	1.03
3. I eat at authentic Korean restaurants often.	1.91	1.08	0.38	2.49	3.13**
4. In comparison to American/Canadian restaurants, authentic Korean restaurant food is expensive.	0.15	7.93***	0.78	0.20	1.43
5. I find food served in authentic Korean restaurants too salty.	0.12	3.00	1.20	0.96	1.05
6. I find food served in authentic Korean restaurants too sweet.	0.71	3.42	0.44	1.55	0.57
7. I find food served in authentic Korean restaurants too spicy.	1.37	1.90	0.54	2.23	0.27
8. I find the service in authentic Korean restaurants to be very friendly.	0.65	0.97	1.07	1.05	1.11
9. I find the service of wait staff in authentic Korean restaurants to be efficient.	0.56	1.21	0.78	1.13	1.23
10. The variety of food dishes available in authentic Korean restaurants is limited.	0.76	0.78	0.78	0.93	0.72
11. I am comfortable with the level of employee sanitation in authentic Korean restaurants.	1.51	2.72	3.22**	3.67*	0.35
12. I am knowledgeable about Korean food tradition and culture.	1.47	3.50*	2.71*	7.23**	1.12
13. If possible, I will continue to eat Korean foods when I return to my home country.	2.16	1.13	1.12	2.91	2.35
14. My taste preferences has changed due to eating in authentic Korean restaurants.	0.27	0.99	1.61	0.98	1.07
15. As a vegetarian, the variety of Korean dishes is good.	1.76	0.41	1.25	0.37	0.89

* p(0.05 ** p(0.01 ***p(0.001

younger respondents (F value=2.81, $p \leq 0.05$). Participants who are military persons answered significantly more that authentic Korean restaurant is expensive in comparison to American/Canadian restaurants (F value=7.93, $p \leq 0.001$). Also, Persons who are business men are more knowledgeable about Korean food tradition and culture (F value=3.50, $p \leq 0.05$).

Respondents who live in Korean 5 years and more are significantly more comfortable with the level of employee sanitation in authentic Korean restaurants (F value=3.67, $p \leq 0.05$), also persons who can speak Korean fluently or partially said that they can understand more about Korean food tradition and culture (F value=7.23, $p \leq 0.01$). Persons who lived with someone ate significantly more often than respondents who lived alone (F value=3.13, $p \leq 0.05$).

IV. Conclusion

This study was designed to identify the food purchasing practice and perception of restaurants patronage of American and Canadian who lived in Seoul, the capital of South Korea. Two hundreds fifty survey paper was spread and 103 persons responded, but 8 questionnaires were unusable and 14 individuals from countries other than American and Canadian. The 81 Questionnaires used in this analysis. When asked if they were confident of the food safety of items purchased in the Korea market, 30 respondents (38%) said no, and additionally 60 respondents (77%) indicated concern about safety of drinking water and 25% of respondents had food products shipped to them from their countries. The survey participants were asked to respond to perception statements regarding restaurant patronage. Answers ranged from 1 to 5 with 1 meaning "strongly agree" to 5 meaning "strongly disagree". Respondents indicated that they are very willing to try traditional Korean dishes ($m=1.488$) and also enjoy visiting authentic Koreans

restaurants ($m=1.550$). When asked if they were comfortable with the level of employee sanitation in authentic Korean restaurants, respondents were more uncomfortable ($m=3.256$). As we saw in the results, some respondents didn't satisfy with the sanitation of the food material in Korean market and with the employee's sanitation in the Korean restaurant, so I suggested that we have to try to improve the food safety in the market and the restaurant.

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